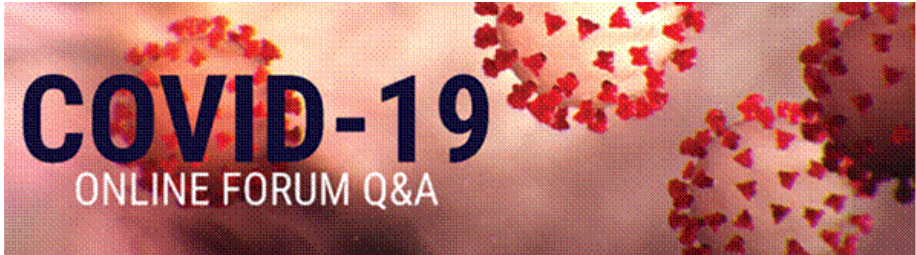




**Resources and Updates May 11, 2020**



**Join us this Wednesday, May 13<sup>th</sup> at 9:30 AM – 10:30 AM  
for our weekly online forum for the business community!**

Weekly telebriefs are an opportunity to connect with County representatives and business partners, share information, and get answers to questions you may have.

You can pre-submit questions for the telebrief in advance [here](#) before we begin at 9:30 AM. You can also ask questions during the call [through the online chat feature](#). Speakers will answer as many questions as possible during the one-hour telebrief.

<https://zoom.us/j/157409037>

**Meeting ID: 157 409 037**

To listen-in only, call: **1-669-900-6833** and enter the meeting ID provided

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## Local Updates

On May 8, 2020, the County revised its [Health Officer Order](#) to further relax restrictions on recreational activities, including camping and the rentals of certain recreational equipment. Businesses that rent recreational equipment, including bicycles, surfboards, boats, kayaks, and other watercraft, can reopen if they prepare a [Safe Reopening Plan](#). Please contact [COVID19BusinessQuestions@sdcounty.ca.gov](mailto:COVID19BusinessQuestions@sdcounty.ca.gov) for questions about the Safe Reopening Plan. To view the full order, [click here](#)

On May 8, 2020, at the direction of Mayor Kevin Faulconer, the City has committed \$5 million in CARES Act funding to the effort, matching the County's \$5 million commitment for emergency childcare vouchers. To support businesses gradually reopening throughout the county, officials are working to ensure child care options are available for San Diegans to get back to work. For the full announcement, [click here](#)

**City of Carlsbad Approves \$5 Million Economic Package Focusing on Small Businesses.** The Carlsbad City Council has approved a \$5 million economic revitalization package to help businesses affected by COVID-19. The majority of the funding, \$4.4 million, is for micro loans and small business recovery loans directly to Carlsbad small businesses. [Click here](#)

## State Updates

**State officials warn of a fake letter** which references Merced County Human Services Agency and signature circulating around social media. The letter tells clients they must get tested for COVID-19 in order to continue their benefits. State departments and county human services departments will NEVER ask about your health status in connection to an application for benefits. If you receive this letter, please disregard it. For the full notice, [click here](#)

## News for Businesses & Employers

**The Better Business Bureau has put together resources to help business in these trying times. The following tips and resources are available to help prepare and implement a plan for your business.**

**Main St. Matters Grant Program** || BBB Serving the Pacific Southwest is proud to launch Main St. Matters, a program that will offer emergency grants in the form of \$500 or \$1,000 awards for businesses who have been financially impacted during the COVID-19 crisis. [Click here](#)

**The CARES Act & PPP Primer** || BBB is pleased to offer FREE online course for small businesses. Thanks to [Journeyage](#), [Desert Financial Credit Union](#), and [Coastal Payroll](#) for partnering to get this free resource out to BBB Accredited Businesses. Learn how to apply for the CARES Act and how it can help your business. [Click here](#)

**Support from the Business Community** || Many businesses in our service area are reaching out to help each other and their customers by offering assistance and discounted services.

Visit [support.bbbcommunity.org](http://support.bbbcommunity.org) to view these offers. If you have offers, specific to helping others through this pandemic, please [click here](#).

## Upcoming Webinars



**HARVARD T.H. CHAN**  
SCHOOL OF PUBLIC HEALTH

[The Coronavirus Pandemic: Safely Reopening Workplaces Q&A](#)

**Date: Tuesday, May 12, 2020**

**Time: 12:00 PM EDT**

In this Facebook Live Q&A, Joseph Allen, Assistant Professor of Exposure Assessment Science and Director of the Healthy Buildings Program at the Harvard T.H. Chan School of Public Health, will lay out a framework for the phased reopening of workplaces, ultimately describing what makes an office building healthy. For details, [click here](#)



**Grow your revenue with B2B Ecommerce platforms in our New Environment of Covid-19**

**Date: Tuesday, May 12, 2020**

**Time: 10:00 AM – 11:00 AM PDT**

With COVID-19 prompting stay-at-home orders from state and local officials across the United States, both business owners and consumers are conducting commerce online more than ever.

In a complimentary, SBDC Business Advisor Diana Barbiani will address key topics such as: Basics of selling to other businesses (B2B), 5 Major Platforms, Pricing Strategy and ROI, and Marketing. [Register here](#)



**Protecting your Online Business and Assets in our New Environment of Covid-19**

**Date: Tuesday, May 12, 2020**

**Time: 10:00 AM – 11:00 AM PDT**

Securing and protecting your business' brands, products, publications and services online is critical to your continued success. Learn best practices from an industry-leading intellectual property attorney. Procopio Partner Lisel M. Ferguson will address key topics such as: How to protect your online assets before infringement occurs; the importance of trademarks, copyrights, patents and domain names to protect your business; and why proactive protection matters when it comes to enforcing your rights. [Register here](#)



**The 4 Key Things Business Owners Should Be Focused on Right Now**

**Date: Tuesday, May 12, 2020**

**Time: 2:00 PM – 3:00 PM EDT**

In this webinar, presented by Director of Business Market Development Brian Trzcinski, we will focus on the four areas of your business you should be focused on right now, to successfully traverse through these turbulent times: Leadership, Employees, Operations, Cash flow. [Register here](#)



### **DX LIVE - Small Business Day**

**Date: Tuesday, May 12, 2020**

**Time: 11:00 AM EDT**

This online-only event, hosted by Deluxe Corporation, is designed for business owners navigating the new COVID-19 landscape, DX Live: Small Business Day offers fun and informative ways to: be inspired, engage with experts, and build your community. [Register here](#)



### **Virtual Connections Networking Event**

**Date: Wednesday, May 13, 2020**

**Time: 4:00 PM – 5:30 PM PDT**

Join the Chamber Board of Directors, members and business leaders for a fun evening of connecting virtually. Ale Smith Owner and Chamber Board member, Peter Zien will kick off the evening with a toast and beer in hand. Be sure to grab your glass of wine, beer or any drink of your choice and let's connect. Register to join us on May 13 for a great networking event where Chamber Members and guests will have the opportunity to introduce themselves and connect with each other. Chamber Members will receive the attendee list after the event. Space is limited. Registration required. [Register here](#)



### **Getting Back to Work During COVID-19**

**Date: Thursday, May 14, 2020**

**Time: 10:00 AM – 11:00 AM PDT**

Some companies are getting the go-ahead from the Governor and the Mayor to start opening back up for business, while others are in the wings with their opening dates imminent. This webinar will address topics such as health and safety issues, testing, accommodations, what is permissible and what it not, minimizing risks and of course your specific questions. [Register here](#)



### **Road to Recovery - Strategies for Business Owners**

**Date: Thursday, May 14, 2020**

**Time: 2:00 PM – 3:00 PM EDT**

There are steps business owners can take right now that could not only preserve, but strengthen their business for the future. This panel discussion, hosted by MassMutual, will include: Leadership strategies to keep your employees engaged, while managing costs and cash flow; Information on relief programs; and how to balance long-term strategies with immediate business needs \*McKinsey & Company. [Register here](#)



## Fundraising and Pitching (Workshop 4 of 5)

**Date:** Friday, May 15, 2020

**Time:** 10:00 AM – 11:00 AM PDT

In the lead-up to San Diego Startup Week 2020, this Startup Series is brought to you by Startup San Diego, Mission Edge, Downtown San Diego Partnership, and Collaboratory for Downtown Innovation.

This workshop (fourth of five) is designed for entrepreneurs, early-stage business owners, and founders who are new to raising capital, want to understand the local funding landscape, and are interested in learning how to deliver a successful pitch.

Join us as we dive into understanding the local fundraising landscape, how to determine investment needs, and how to start fundraising for your company. [Register here](#)

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## COVID-19 Posters



To request English or Spanish posters for your business, please e-mail [COVID-Business@sdcounty.ca.gov](mailto:COVID-Business@sdcounty.ca.gov).

Additional resources and materials are available [here](#) for your use.

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## Stay Informed, Stay Connected



### Coronavirus in San Diego County

Daily updates on positive cases



### Resources and Materials

FAQs, posters, videos, and other materials



### Businesses and Employers

Information for businesses and commercial entities



